

Elisha Zavier
Manager, Business
Development

elisha@memotext.com



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Spotlight

“Multifaceted interventions... appear useful to promote medication adherence and persistence.” says Ross J. Simpson Jr., MD, PhD, and writer for JAMA.

A 2006 study examined **medication adherence** of patients with hypertension and higher cholesterol levels. The study focused on elderly individuals and consisted of intense patient interventions as well as **frequent educational reminders** about their medication and the importance of taking it as prescribed. After 6 months of intervention and education, **patient adherence soared** from 61.2% to **96.9%** with noticeable reductions in blood pressure and cholesterol.

MEMOTEXT[®] interventions incorporate daily reminders and educational messages to keep patients on the path to better health.

Ross J. Simpson Jr. *Challenges for Improving Medication Adherence*. Journal of the American Medical Association. November 13, 2006

We publish this newsletter to provide our subscribers with helpful information on adherence related topics. The opinions expressed within these newsletters are those of their respective authors and are intended as a guide only. Every reasonable effort has been made to keep it up to date and accurate. For more information check out our website: www.memotext.com

Diabetes: What Works

A recent article by Dr. Mitzner, of the Joslin Clinic and instructor at Harvard Medical School says diabetes is a disease of asymptomatic conditions, with the risk of serious organ damage advancing long before patients notice the effects. Dr. Mitzner identifies essential requirements for successful diabetes management. Find out what you can do:



Dr. Mitzner's Advocates What Works	Delivering success through MEMOTEXT [®]
1. Daily self blood testing, recording and control.	✓ Daily automatic reminders plus daily capture of blood testing - plotted on a patient diary graph in a secure portal for online access by either patient or physician.
2. Daily adherence to prescribed drug treatment plan.	✓ Medication and refill reminders with patient reported outcomes provided in a monthly report to evaluate ROI. Calls can also include connection to pharmacy and coupon/rebate capabilities.
3. Daily self foot exams (nerve disease prevention) combined with education on how to do it and what to look for.	✓ Daily automated reminders for self foot exams, combined with optional instructions available (press 2 for..., or available on line).
4. Prompt reporting to healthcare provider of any new symptoms, medication side effects, or change in overall health.	✓ Access to patient support call center with each daily message.
5. Regularly scheduled physical exams.	✓ As needed appointment reminders with connection to health clinic
6. Annual dilated-eye exam (eye disease prevention).	✓ Annual reminder
7. Urine microalbumin testing (kidney disease prevention).	✓ Patient screening determines factors impacting behaviour such as state of change, self efficacy, disease history, treatment literacy, and depression indicators. Results drive targeted educational and motivational messaging appropriate for each patient's needs.
8. Diabetes specific -smoking cessation, nutrition and exercise education.	

(Early recognition of diabetes complications, The Clinical Advisor, January 2009)